## Mail-In Voting Materials Final Report

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January 31, 2022





## Making Mail-In Voting Materials easy to use

## **Project Goal**

- Help voters succeed in requesting and returning a mail-in ballot
- Reduce processing time and effort for election administrators by helping voters clarify intent

### **Guiding Principles**

- Make it look easy to read
- Use simple, familiar words and simple sentences
- Create a linear path
- Support immediate action



### How we tested

#### **Procedure**

- Focus groups with **15 administrators from local election offices** to understand pain points during the 2020 general election
- Rapid iterative testing and evaluation\* where **30 participants** filled out the mail-in ballot request form

#### Locations

- University of Baltimore
- Hyattsville election office
- Frederick, MD

### **30 Participants**

- men
- women

## **Participants by language**

- 14 English-speaking
- Spanish-speaking





## Spanish language testing and layout

## Spanish testing

Ballots need to be usable for both English and Spanish-speaking voters. Cultural differences can also play a role in how instructions are understood.

To make sure that the Spanish was not only "correct," but also made sense for Spanish voters and helped them navigate the mail-in voting process successfully, we tested the translated materials for clarity and usability with participants of diverse ages and from a variety of countries (16 participants in Baltimore, Hyattsville, Frederick).

All translated documents and forms have also been checked by the SBE official translation vendor.

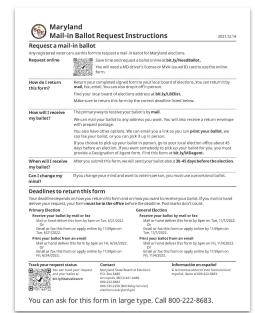


## Formatting issues with Spanish translations

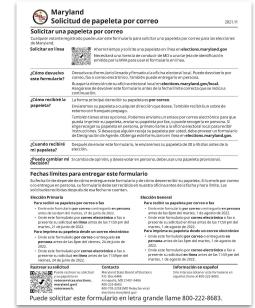
Text translated into Spanish typically requires more space than English versions.

In all materials, the format for the English and Spanish materials were adjusted to be visually equivalent, even though the Spanish text requires more space.

We prioritized keeping the font size consistent between languages. That meant decreasing the margins. As a last resort, we sometimes eliminated line breaks in the Spanish texts.



12/14/2021 Version



11/13/2021 Version



## Best practices for translated voting materials

For instructions and forms that require sustained attention and action, English and Spanish versions should be presented in separate sections, side by side (as seen on the right).

If the information is too long for a single sheet of paper, the two versions can be on separate pieces of paper (as seen on the previous page).



#### Marvland Instructions for Voting by Mail Instrucciones para Votar Por Correo

Unfold for English instructions Abra para instrucciones en inalés.

Devuelva su papeleta tan pronto como sea posible.

Use un bolígrafo azul o negro para marcar su papeleta.

1. Marque su papeleta

2. Prepare el sobre de respuesta

otro votante en su sobre

respuesta.

Su papeleta debe ser registrada con matasellos antes de las

8pm del día de las elecciones primarias, 4 de enero de 2022.

Rellene los óvalos completamente para mostrar sus elecciones.

Si marca su papeleta donde no es indicado, su papeleta no será

Coloque lo siguiente en el sobre de respuesta que le fue dado:

3. Firme y coloque la fecha en el sobre de respuesta

· Si recibió ayuda, el formulario debidamente rellenada de

Firme y coloque la fecha en el juramento del sobre de

Certificación de Persona que Asiste a un Votante.

· Su papeleta debidamente rellenada. No devuelva la papeleta de

Return your ballot as early as possible.

Your ballot must be postmarked by 8pm on Primary Election Day, January 4, 2022.

#### 1. Mark your ballot

- · Use a blue or black pen to mark your ballot . Fill in the ovals completely to show your choices.
- Do not write on your ballot anywhere else.

#### 2. Pack your return envelope

- Put the following in the included official return envelope: · Your completed ballot. Do not put another voter's
- ballot in your envelope. · If you received help, the completed Certification of Person Assisting Voter form.



#### 3. Sign and date the return envelope

· Sign and date the Voter's oath on the return envelope

## HiH

#### 4. Return your ballot

- · Dropbox Drop off your ballot at a secure drop box-no postage required.
- · Vote by mail Mail your ballot so it is postmarked by
- Vote center Drop off your ballot at any voting location in the county, or at your local board of elections office.

- Dropbox Deje su papeleta en una caja de entrega segura-no se
- 4. Envíe por correo o entregue su sobre de respuesta Votar por correo - Envíe su papeleta por correo para que sea registrado con el día de las elecciones o antes.
  - Centro de votación Entregue su papeleta en cualquier lugar de votación en el condado o en la oficina electoral local.

#### Made a mistake on your ballot? Have questions? To contact your local board of elections, visit

elections.maryland.gov and click Contact your Local Board of Elections at the bottom of the page.

#### ¿Cometió un error en su papeleta? ¿Tiene preguntas? Para comunicarse con la oficina electoral local, visite

elections.maryland.gov. Haga clic en "Contact your Local Board of Elections" en la parte inferior de la página.



## **Best practices for translated voting materials**

For envelopes and other materials with "nuggets" of information that can be understood in small doses. interleaving English and Spanish works well and simplifies layout.

Interleaving also works for short "form" sections in conjunction with longer text sections that are side-by-side (as seen on the right).







# Issues identified during the 2020 General Election

## Pain points from the 2020 General Election Requesting a ballot

Voters didn't always provide the address where they were registered.

Voters submitted multiple requests—on paper or online. Every request had to be processed.

There are three main ways to receive the ballot; voters often chose more than one.

Voters who chose to receive their ballot "by email" then expected to return it by email; they were not prepared to print.

## Pain points from the 2020 General Election **Returning a ballot**

Voters didn't always sign the oath when they returned their ballot.

Election workers sometimes received voter ID confirmations too late for voter ballots to be counted.

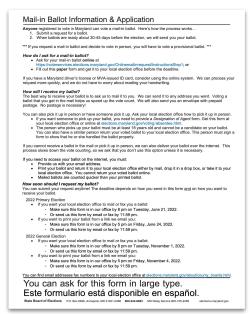
Some voters misunderstood voting by mail; they treated their mail-in ballot as a "backup." When these voters tried to vote in person, they were surprised at having to use a provisional ballot.

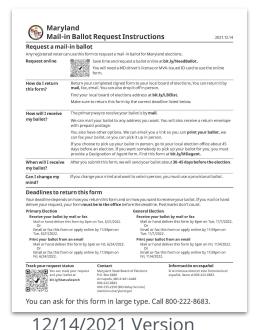


## Changes to Mail-in Ballot instructions

## **Before and After: Request instructions (overview)**

- Simplified language and process
- Included logo to make it look more official (and match design of other forms)
- Increased visual hierarchy & white space
- Added QR codes to OLVR and track request status





Original Version

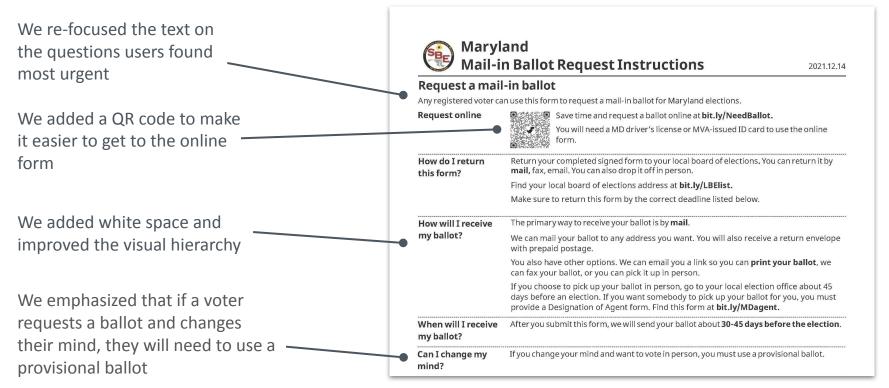




## What we changed - request process

Main problem: Voters submitted multiple requests—they didn't know what to expect.

**Secondary problem:** Voters thought they could still vote in person; surprised to vote provisional.





## What we changed - request process

Main problem: Voters did not expect to print their ballot if they selected "email" delivery.

We added white space and improved the visual hierarchy. We separated the deadlines into two columns

We clarified the text to explain that voters would receive a link to PRINT their ballot; they will not receive a ballot through email.

We added a QR code to help voters track their request for a mail-in ballot.

#### Deadlines to return this form

Your deadline depends on how you return this form and on how you want to receive your ballot. If you mail or hand deliver your request, your form past be in the office before the dealline. Postmarks don't count.

#### **Primary Election**

#### Receive your ballot by mail or fax

Mail or hand deliver this form by 8pm on Tue, 6/21/2022.

Email or fax this form or apply online by 11:59pm on Tue, 6/21/2022.

#### Print your ballot from an email

Mail or hand deliver this form by 5pm on Fri, 6/24/2022.

Email or fax this form or apply online by 11:59pm on Fri, 6/24/2022.

#### **General Election**

#### Receive your ballot by mail or fax

Mail or hand deliver this form by 8pm on Tue, 11/1/2022.

Email or fax this form or apply online by 11:59pm on Tue, 11/1/2022.

#### Print your ballot from an email

Mail or hand deliver this form by 5pm on Fri, 11/4/2022.

Información en español

español, llame al 800-222-8683.

Si le interesa obtener este formulario en

Email or fax this form or apply online by 11:59pm on Fri, 11/4/2022.

#### Track your request status



You can track your request and your ballot at

bit.ly/StatusSearch

#### Contact

Maryland State Board of Elections P.O. Box 6486 Annapolis, MD 21401-0486

800-222-8683 800-735-2258 (MD Relay Service) elections.maryland.gov

You can ask for this form in large type. Call 800-222-8683.





## **Request instructions - Spanish**

The full-page monolingual Spanish version can be printed on the back of the English version.



12/15/2021 Version

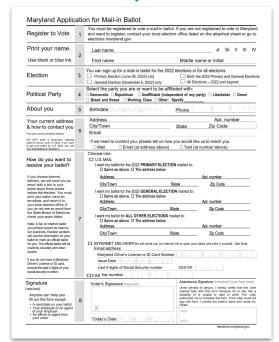




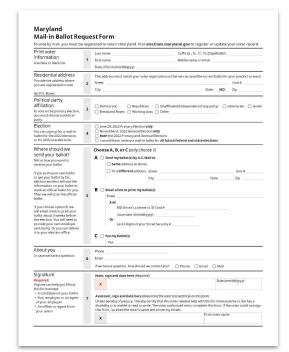
## Changes to Mail-in Ballot Request Form

## Before and After: Request form as approved in July 2021

- Reorganized order of questions
- Standardized font and size
- Increased white space and added visual cues for input



Original Version



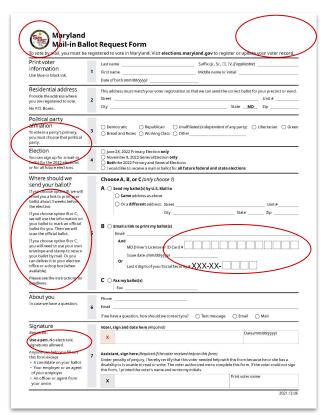
07/26/2021 Version



## **Changes to Request Form - July to November (2021)**



Minor changes made between July and October



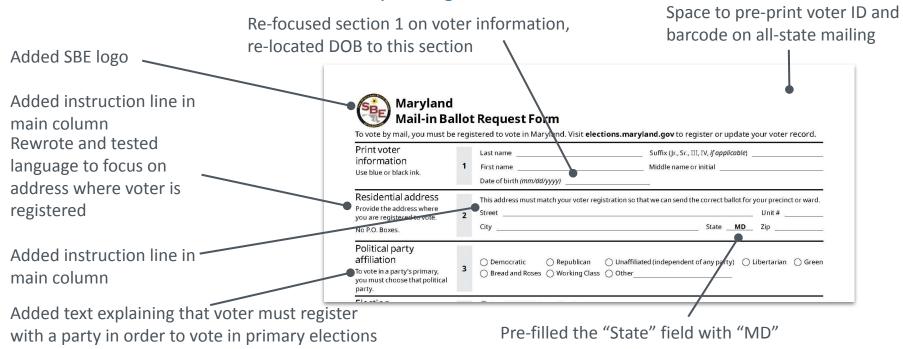
07/26/2021 Version

12/06/2021 Version



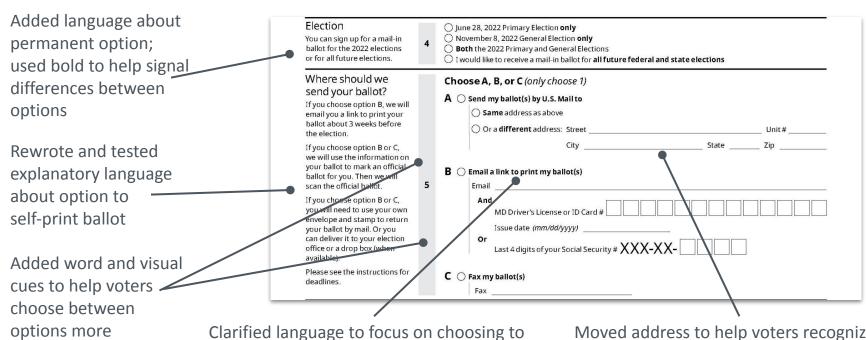
## What we changed - sections 1-3

Main problem: Election officials told us that voters sometimes use their current temporary address rather than the address where they are registered.



## What we changed - sections 4-5

Main problem: Local election officials must expend time and energy contacting voters when voters fill out too many options for voter delivery.



print a ballot from an emailed link

Moved address to help voters recognize when these fields are needed

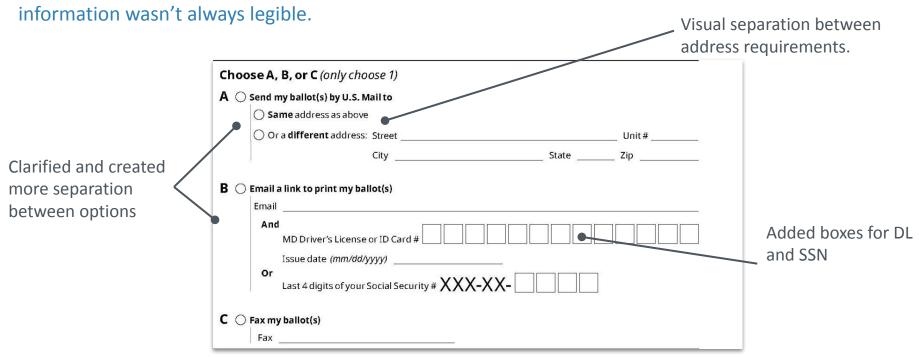


successfully

## Final solution for section 5

**Main problem:** Participants selected both delivery options.

Secondary Problems: Participants filled out the same address as section 2 unnecessarily; ID



## What we changed - section 6-7

**Main problem:** Voters sometimes forget to sign their application.

**Secondary problem:** Election officials need contact information in order to resolve problems.

Created a new section dedicated to voter contact information About you In case we have a question Used color to call out voter If we have a question, how should we contact you? Text message Email Mail signature; used the same Signature Voter, sign and date here (Required) Required. Date (mm/dd/yyyy) signature box style as the Use a non. No electronic signatures allowed envelope (optimized for Anyone can help you fill out Assistant, sign here (Required if the voter received help on this form) this form except scanner technology); moved Under penalty of perjury, I hereby certify that this voter needed help with this form because he or she has a · A candidate on your ballot disability or is unable to read or write. The voter authorized me to complete this form. If the voter could not sign · Your employer or an agent assistant signature below this form, I printed the voter's name and wrote my initials. of your employer Print voter name · An officer or agent from X vour union 2021.12.06





## **Request form - Spanish**

The full-page monolingual Spanish version can be printed on the back of the English version.

		Aaryland para una papeleta para votar por correo trado para votar en Maryland. Visite elections.maryland.gov para registrarse o actualizar su registro de votante.		
Escriba la información del votante Utilice tinta negra o azul.	1	Apellido Jr, Sr., III, IV (si aplica)		
		Nombre Segundo nombre o inicial		
		Fecha de nacimiento (mm/dd/aoao)		
Domicilio residencial Provea la dirección donde esta registrado para votar. No se permiten apartados de correos	2	Esta dirección debe ser igual a la de su registro de votante para que podamos compararla y enviarle la		
		papeleta correcta.		
		Domicilio         Número de dpto.           Ciudad/Pueblo         Estado MD Código postal		
		Ciudad/Pueblo Estado MD Código postal		
Elija su partido político Para votar en las primarias de un partido, debe eligir ese		○ Democrático ○ Republicano ○ No afiliado (ninguno partido político) ○ Libertario		
		○ Verde ○ Working Class ○ Otro		
partido político. Elección		C Elección Primaria solamente - 28 de junio de 2022		
Puede eligir votar por correo	4	Cletición Primaria solamente - 28 de noviembre de 2022 Tanto la flección Primaria como la General de 2022  Tanto la flección Primaria como la General de 2022  Quiero reolitiv una papeleta por correro para todos las selecciones ESTATALES y FEDERALES futuras		
para las elecciones de 2022 o para todas las elecciones.	*			
¿Cómo quiere recibir la papeleta?	5	Elija A, B o C (elija solo 1)		
Si elige la opción B, le enviaremos un enlace por correo electrónico para		A O Enviar por correo de EE.UU.		
		La misma dirección que la anterior		
imprimir su papeleta unas 3		○ Una dirección diferente: Domicilio Número de dpto		
semanas antes de la elección. Si elige la opción B or C,		Ciudad Estado Código postal		
usaremos la información de		B		
su papeleta para marcar una papeleta oficial por usted. Luego escanearemos la papeleta oficial.		Dirección de correo electrónico		
		Y Número de licencia de conducir o		
Si elige la opción B or C, deberá		tarjeta de identificación de la MVA		
usar su proprio sobre y sello para enviar su papeleta por		Fecha de emisión (mm/dd/aoao)		
correo. O puede entregarlo en		Los últimos 4 dígitos de seguro social son XXX-XX-		
su oficina electoral local o en una caja de entrega (cuando				
esté disponible).		C O Enviar por fax		
Consulte las instrucciones para conocer los plazos.		Número de Fax		
Sobre usted Por si tenemos una pregunta.		Teléfono		
	6	Dirección de correo electrónico		
		Si tenemos una pregunta, ¿cómo debemos omunicarnos con usted?		
Firma		comunicarnos con usteo?		
Obligatorio.		Votante, firme y feche el formulario aquí (Obligatorio)  Fecha de hoy (mm/dd/aaaa)		
Usa un bolígrafo. No se permiten firmas electrónicas.		x		
Cualquiera puede ayudarlo				
a completar este formulario excepto	7	Asistente, firme aquí (obligatorio si el votante tuvo ayuda)  Bajo pena de perjurio, por el presente certifico que este votante necesitaba ayuda con este formulario porque		
un candidato en su papeleta     su empleador o un agente de     su empleador		tiene una discapacidad o no puede leer ni escribir. El votante me autorizó a completar este formulario. Si el		
		votante no pudo firmar este formulario, escribí el nombre del votante y mis iniciales.  Escribir el nombre de votante		
un funcionario o agente de su sindicato		X		

01/31/2022 Version



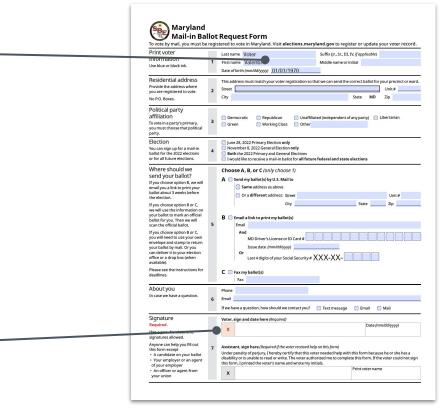
## **Request form - Interactive**

We created **interactive versions of all forms** so that they can be filled out on a computer and then be printed. (The blue highlights on the image to the right denote fillable fields).

All form fields include audio instructions for voters who are using screen reader technology.

Spanish language forms also have Spanish audio instructions.

The signature field cannot be completed on a computer. It must be printed out and signed in ink.



01/26/2022 Version

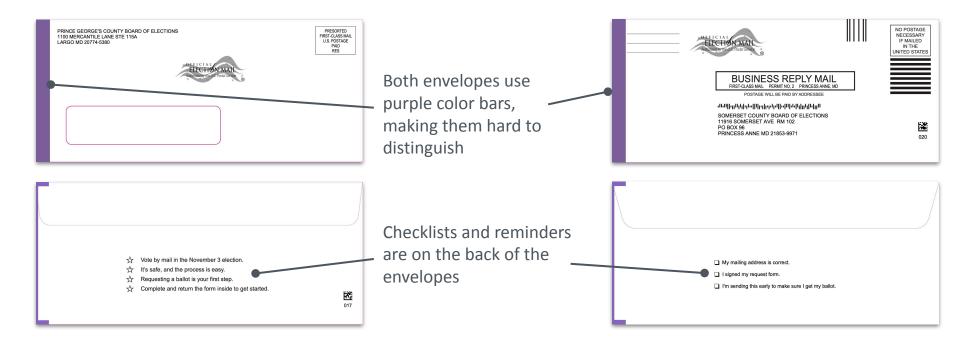




## Changes to Request Form Mailer

- Envelopes
- Contact Sheet
- "Dear Voter" Letter

## Request Outgoing and return envelopes - English (originals)



## Final Request Outgoing and return envelopes - Bilingual

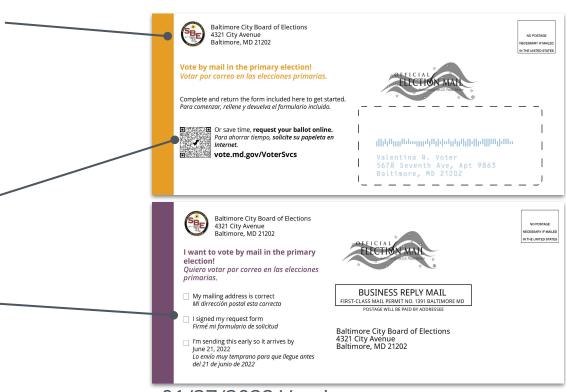
Color bars help election administrators, USPS, and voters quickly identify the envelopes within a pile of other mail. Yellow is for the delivery envelope, purple to return.

OR code and short url allow voters to easily access online versions of materials.

Processing time and errors are reduced when voters fill out forms online.

Checklist moved to front of envelope.

Other minor text refinements were added as indicated by testing.



01/27/2022 Versions





### **Before and After: Contact sheet**

Main change: Created bilingual version with white background for increased

visual contrast



Maryland Where to find your Local Board of Elections Cómo encontrar su oficina electoral local Carroll County St. Mary's County 300 S. Center St. Rm. 212 701 Kelly Rd., Ste. 231 133 Industry Ln 23250 Hollywood Rd Cumberland, MD 21502 Westminster, MD 21157 Forest Hill, MD 21050-162: 301,777,5931 410,386,2080 410-638-3565 Leonardtown, MD 20650 301-777-2430 (fav) 410-876-3925 (fav) 410,638,3310 (fav) 301-475-4200 evt 1625 elections@alleganygov.org ccboe@carrollcountymd.gov elections@ 301-475-4077 (fax) harfordcountymd.go wendy.adkins@ stmarysmd.com Anne Arundel County Cecil County Howard County Somerset County 6740 Baymeadow Dr. 200 Chesapeake Blvd., Ste. 1900 9770 Patuxent Woods Dr., Ste. 200 11916 Somerset Ave., Ste 102 Elkton, MD 21921-6395 Princess Anne MD 2185 Glen Burnie, MD 21060 410-996-5310 410-222-6600 888-979-8183 (fax) 410-313-5833 (fax) 410-651-0767 410-222-6824 (fax) 410-651-5130 (fax) yoting@ccgov.org Tiffany.ferrell1@maryland.go. Talbot County **Baltimore City** Charles County Benton Office Bldg 201 East Charles S 135 Dixon Dr. 215 Bay St. 417 E. Fayette St., Rm. 129 Chestertown, MD 21620 Baltimore, MD 21202-3432 La Plata, MD 20646-0908 410 779 0030 Faston, MD 21601-0353 410-396-5550 301-934-8972 410-778-0265 (fax) 410-770-8099 410-727-1775 (fax 301-870-3167 410-770-8078 (fax) Cheemoandia.blake® 410-783-7394 (fax 301-934-6487 (fax) maryland.gov Jeri.cook@maryland.gov elections@charlescountymd.gc baltimorecity.gov **Baltimore County** Montgomery County Washington County 11112 Gilroy Rd., Ste. 164 501 Court Ln., Rm. 105 18753 N. Frederick Ave., Ste. 210 35 W. Washington St., Rm. 101 Hunt Valley MD 21021 DO Pov 414 Galthorehum MD 20079 Hannertown MD 21740 410-887-5700 Cambridge, MD 21613-0414 P.O. Box 10159 240-313-2050 410-832-8493 (fax Rockville, MD 20849-0159 240-313-2062 (fax) 410-228-9635 (fax) 240-777-8550 washco.elections@ elections@ baltimorecountymd.gos brittanym.phillips@ 800-735-2258 (TDD) maryland.gov maryland.gov 240-777-8560 (fax) absentee@. montgomerycountymd.gov Calvert County Frederick County Prince George's County Wicomico County 30 Duke St., Lower Level 1100 Mercantile Ln., Ste. 115A 345 Snow Hill Rd. 340 Monteyue Ln. Prince Frederick MD 2067 301-600-8683 Salishury MD 21803-409 410-535-2214 301-600-2344 (fax) 301-726-3352 (TDD) 410-548-4830 410-548-4849 (fax) 410-535-5009 (fax electionboard@ 301-341-7399 (fax) election@co.pg.med.us wicomico.elections@ maryland.gov Caroline County Worcester County **Garrett County** Queen Anne's County Health & Public Services Bldg. 201 Belt St., Ste C 2008 Maryland Hwy, Ste. 110 Vincit St., Ste. 102 403 S. Seventh St., Ste. 247 Snow Hill, MD 21863-1300 Mountain Lake Park, MD 21550 Centreville, MD 21617 Denton, MD 21629-1378 301-334-6985 410-758-0832 410-632-1320 410-758-1119 (fax) 410-479-8145 301-334-6988 (fax) 410-632-3031 (fax) 410-479-5736 (fax teresa.riggin@maryland.gov sfratz@garrettcounty.org gac.elections@maryland.gov election@carolinemd.on Maryland State Board of Elections | Junta Electoral del estado de Maryland | (410) 269-2840

12/15/2021 Version



## Request "Dear Voter" letter - English (before and after)

Voting Information for Maryland Voters 2020 Presidential General Election ային հեկ ին ին ին այդ ին այդ ին հեկ իր անակիր հեկ ին հ 1 - 2 - 1 \*\*\*\*\*\*\*\*\*AUTO\*\*MIXED AADC 852 WASILAT ABOLAJI BANIRE FALLING WATERS WV 25419-1546 There are two ways you can vote in the November 3 election: by mail or in person. Anyone registered to vote in Maryland can vote a mail-in ballot. Just submit a request for a ballot, and we'll send it to you. After you vote your ballot, you must return it to your local election office by mail, by dropping it in a drop-off box, or by taking it to your local election office. You can mail your voted ballot or take it to your local election office at any time. A list of designated drop off locations will be included with your ballot. If you request a mail-in ballot and decide to vote in person, you will have to vote a provisional ballot. How do I ask for a mail-in ballot? · Ask for your mail-in ballot online at https://voterservices.elections.maryland.gov/OnlineVoterRegistration/InstructionsStep1; or . Text VBM (English) or VPC (Spanish) to 777-88. We will text you a link to request your mail-in ballot . Fill out this paper form and get it to your local election office before the deadline If you have a Maryland driver's license or MVA-issued ID card, we ask you to use the online system to request a ballot. We can process your request more quickly, and we do not have to worry about reading your handwriting. The best way to receive your ballot is to ask us to mail it to you. We can send it to any address you want. Voting a ballot that you get in the mail helps us speed up the vote count and keep election workers safe during the pandemic. We will also send you an envelope with prepaid postage. No postage necessary! You can also pick it up in person or have someone pick it up. You should ask your local election office how to If you want someone to pick up your ballot for you, you need to provide a Designation of Agent form. Get this form at your local election office or online at elections.maryland.gov/voting/absentee.html. . The person who picks up your ballot must be at least 18 years old and cannot be a candidate on your ballot. You can also have a similar person return your voted ballot to your local election office. This person must sign a form to show that he or she handled the ballot properly If you cannot receive a ballot in the mail or pick it up in person, we can also deliver your ballot over the internet. This process slows down the vote counting after the election and puts election workers at risk during the pandemic, so we ask that you not use internet delivery unless it is necessary. If you need to access your ballot on the internet, you must: Provide us with your email address. Print your ballot and return it to your local election office either by mail, by dropping it in a drop-off box, or by taking it to your local election office. You cannot return your voted ballot online.

SBE logo added to increase voter confidence You have the option to vote by mail in 2022 իկելիվուկիավնություրեկորժակում IIIIIIIIIIIIIIII Text condenscened using plain Valentina Q. Voter 5678 Seventh Ave, Apt 9863 City. MD 99999-1278 language and removing Dear NAME, information that is covered in All registered Maryland voters have the option to vote by mail. If you want to vote by mail in the 2022 elections, you must request a mail-in ballot. Complete and other places. return the included form. Or save time and request online using the link or OR code below. There are 2 ways to request a mail-in ballot: Return the included form Primary Election: 6/21/2022 by 11:59pm Primary Election: 6/21/2022 by 8pm General Election: 11/1/2022 by 11:59pm . General Election: 11/1/2022 by 8pm Added QR code to promote the Go to bit.lv/NeedBallot Use the prepaid envelope. Your form must be in the office before the deadline. You can also return the form by email, fax, online request system or in person. See the instructions on the next page. The deadlines are different if you want to print your ballot from a link we email to you. Find them here: bit.lv/MDvotes22 Want to vote in person? Ignore this letter. Find out where to vote in person at bit.ly/StatusSearch Introduces the new permanent Did you know? You can choose "I want to receive a mail-in ballot for all future federal and state elections," Mark your choice on the included form or on the online portal today. Every future mail in list sign up option federal and state election, we will automatically send a mail-in ballot to the address you provide now. You can change or update your request status at any time. Maryland State Board of Elections | (410) 269-2840 | www.elections.maryland.gov 151 West Street, Ste. 200, P.O. Box 6486, Annapolis, MD 21401

2020 Version

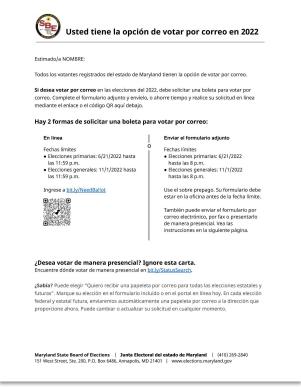




· Mailed ballots are counted quicker than your printed ballot

## Request "Dear Voter" letter - Spanish

The full-page monolingual Spanish version can be printed on the back of the English version.



12/15/2021 Version



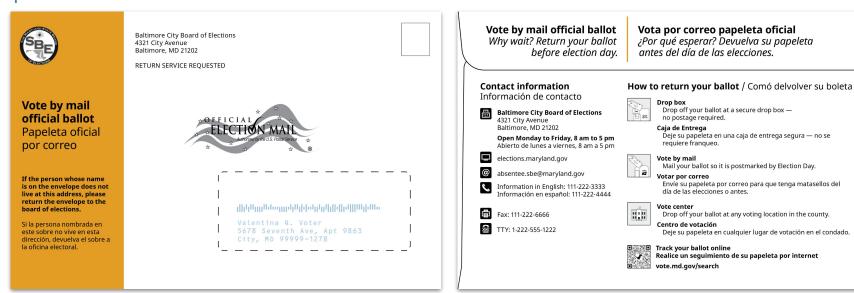


## Changes to Ballot Package

- Envelopes
- Ballot Instructions
- Ballot "ID" insert and mailer
- Ballot "Assistance" insert

## Final Ballot Outgoing envelope - Bilingual

**Major changes:** Made format & text consistent; improved visual hierarchy and icon design, added color stripe to improve envelope recognition throughout the process.



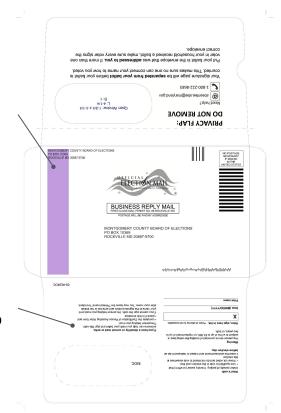
01/31/2022 Version front and back

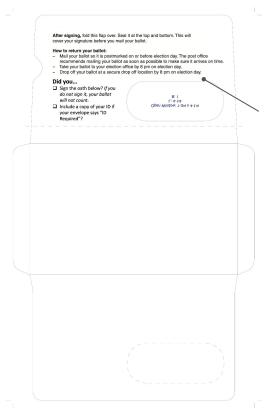


## **Ballot return envelope (original)**

Purple bar only appears on the front and isn't visible on the top crease when envelopes are stacked together.

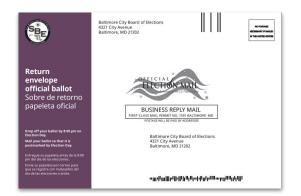
Only room for one language. Spanish oath came on an insert which led to confusion over where to sign

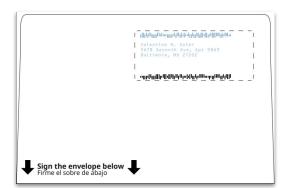




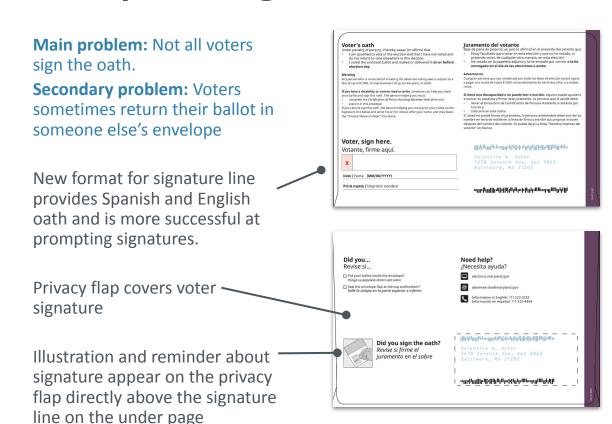
Text heavy backpage. Moved information to instructions sheet

## Final Ballot Return envelope - Bilingual

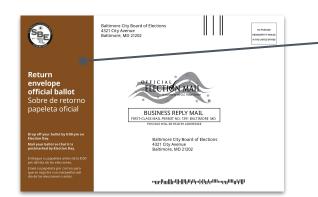




10/07/2021 Version all 4 panels



## Final UOCAVA Ballot Return envelope - Bilingual



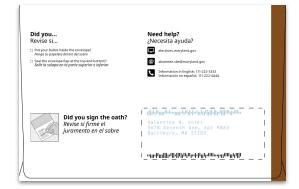
Brown color bar helps to visually differentiate UOCAVA envelopes from domestic envelopes

Voter's oath font size reduced in order make it fit in the space



Sign the envelope below Firme el sobre de abajo	+

01/31/2022 Version all 4 panels



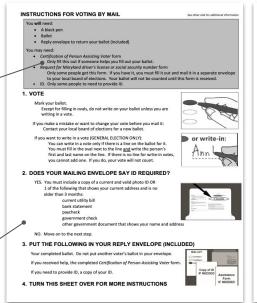


## **Ballot instructions - English (original)**

Main problem: Instructions confused some voters. Voters were particularly confused by instructions that did not apply to them. The excessive length of the instructions also intimidated some voters.

Removed redundant information: Instructions for completing ballot are on the ballot itself.

The "ID Required" information only applies to some voters. Moved to insert.



INSTRUCTIONS FOR VOTING BY MAIL 5. COMPLETE THE OATH OF ABSENTEE VOTER Sign and date the oath of voter on the return envelope. After signing, fold the flap over and seal it at the top and bottom. This will cover your signature before you return your ballot. 6. MAIL OR DELIVER YOUR RETURN ENVELOPE Take your ballot to a drop off location in the county where you live. If you live in Baltimore City, take your ballot to a drop off location in the City. A list of drop off locations came with these instructions. Mail your ballot to your local board of elections. If you use the return envelope with your ballot, you do not need to put postage on the envelope. Please mail your ballot early! This will make sure that we receive it in time. If you wish, put at least 2 stamps on the envelope to reduce the cost to your local board of elections. (Optional Mail or take your ballot to a drop off location by 8 pm on: . Tuesday, June 28, 2022 for the primary election . Tuesday, November 8, 2022 for the general election If you mail your ballot, your ballot must be postmarked by 8 pm on Tuesday, June 28, 2022 for the primary election or Tuesday, November 3, 2020 for the general election and your local board of elections must receive if by Friday, July 8, 2022 for the primary election or Friday, November 18, 2022 for the general election. If you mail your hailet from a military next office (APO/FPO) or U.S. embassy or consulate, you do not need next age If you mail your ballot through a system that is not the U.S. Postal Service, make sure that you have the required postage IF YOU NEED HELP FILLING OUT YOUR BALLOT If you have a disability or are unable to read or write, you may have belo Anyone can help you EXCEPT for a person on the following list · A candidate on your ballot Your employer or anyone who represents your employer · An officer or representative of your union . Mark the ballot after you tell him or her who to mark it for . Print your name and write his or her initials if you cannot sign the oath The person helping you MUST complete and sign the enclosed Certification of Person Assisting Voter form and cannot try to influence your choices IF YOU NEED TO CONTACT THE MARYLAND STATE BOARD OF ELECTIONS For the address and phone number for your or want to track your ballot: LOCAL BOARD OF ELECTIONS www.elections.maryland.gov visit www.elections.maryland.gov absentee.sbe@maryland.gov and click Contact your Local Board of Elections 1-800-222-8683 at the bottom of the webpage

Moved crucial **deadline** to top of instructions

Information about receiving assistance to mark ballot only applies to some voters. Moved to an insert.

2020 Version

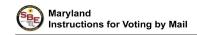


## Final Ballot instructions - English

Instructions were simplified and revised to apply to all voters. Thus, we moved information that only applies to some voters onto separate pages (e.g. ID required, if you had assistance voting, etc).

Instructions have increased white space and improved visual hierarchy.

> Images were revised to be more accurate.



Return your ballot as early as possible.

Your ballot must be returned to a dropbox or postmarked by 8pm on Election Day.



#### 1. Mark vour ballot

- · Use a blue or black pen to mark your ballot
- Fill in the ovals completely to show your choices. Do not write on your ballot anywhere else, unless you are writing in a vote

#### 2. Pack your return envelope

- Put the following in the included official return envelope:
- · Your completed ballot. Do not put another voter's ballot in your envelope. . If you received help, the completed Certification of Person Assisting Voter form.

#### 3. Sign and date the return envelope

- . Sign and date the Voter's oath on the return envelope.
- . After you sign, fold the flap over and seal it at the top and bottom. This will cover

#### 4. Return your ballot

- . Drop box Drop off your ballot at a secure drop box-no postage required. . Vote by mail - Mail your ballot so it is postmarked by Election Day-no postage
- Vote center Drop off your ballot at any voting location in the county, or at your local board of elections office.

#### Made a mistake on your ballot? Have questions?

To contact your local board of elections, visit elections.maryland.gov and click Contact your Local Board of Elections at the bottom of the page.

Purple text notes a line that should be deleted for primary elections (or in other cases when it doesn't apply)

12/15/ 2021 Version





## **Final Ballot instructions - Bilingual**



#### Maryland Instructions for Voting by Mail Instrucciones para Votar Por Correo

Return your ballot as early as possible.

Your ballot must be returned to a dropbox or postmarked by 8pm on Primary Election Day, January 4, 2022.



#### . Mark your ballot

- · Use a blue or black pen to mark your ballot
- · Fill in the ovals completely to show your choices. · Do not write on your ballot anywhere else, unless you are writing in a vote.



#### 2. Pack your return envelope

Put the following in the included official return envelope: . Your completed ballot. Do not put another voter's ballot

- in your envelope. . If you received help, the completed Certification of
- Person Assisting Voter form.



#### 3. Sign and date the return envelope

- · Sign and date the Voter's oath on the return envelope.
- . After you sign, fold the flap over and seal it at the top and bottom. This will cover your signature.

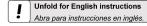


#### 4. Return your ballot

- . Drop box Drop off your ballot at a secure drop
- . Vote by mail Mail your ballot so it is postmarked by Election Day-no postage required
- . Vote center Drop off your ballot at any voting location in the county, or at your local board of elections office.

#### Made a mistake on your ballot? Have questions?

To contact your local board of elections, visit elections.maryland.gov and click Contact your Local Board of Elections at the bottom of the



Devuelva su papeleta tan pronto como sea posible. Su papeleta debe ser entregada en una caja de entregas o registrada con matasellos antes de las 8pm del día de las elecciones primarias. 4 de enero de 2022.

#### 1. Marque su papeleta

- · Use un bolígrafo azul o negro para marcar su papeleta.
- Rellene los óvalos completamente para mostrar sus elecciones.
- · Si marca su papeleta donde no es indicado, su papeleta no será

#### 2. Prepare el sobre de respuesta

Coloque lo siguiente en el sobre de respuesta que le fue dado:

- Su papeleta debidamente rellenada. No devuelva la papeleta de otro
- · Si recibió ayuda, el formulario debidamente rellenada de Certificación de Persona que Asiste a un Votante.

#### 3. Firme y coloque la fecha en el sobre de respuesta

- Firme y coloque la fecha en el juramento del sobre de respuesta. Después de firmar, doble la solapa y selle la parte superior e inferior. Eso cubrirá su firma.
- 4. Envíe por correo o entregue su sobre de respuesta
- · Caja de entregas Deje su papeleta en una caja de entregas segura-no se requiere sallo postal.
- Votar por correo Envíe su papeleta por correo para que sea registrado con el día de las elecciones o antes-no se requiere sallo
- · Centro de votación Entregue su papeleta en cualquier lugar de votación en el condado o en la oficina electoral local.

#### Cometió un error en su papeleta? ¿Tiene preguntas? Para comunicarse con la oficina electoral local, visite

elections.marvland.gov. Haga clic en "Contact your Local Board of Elections" en la parte inferior de la página.

Shorter instructions only require a half-page per language.

When this is sent to voters, it is folded with the Spanish outward. We added a prominent note in the top corner for English readers.

A single-set of illustrations provides more room for the Spanish text.

12/15/2021 Version





# Two requests for ID information

## Two groups of voters are asked to provide ID information

#### **Group 1**

Some voters have not yet been registered to vote.

These voters need to send in ID information as soon **as possible**, in a separate envelope, in order to allow time for confirmation with the MVA and with Social Security (if needed).

These voters could potentially be disenfranchised if they send in their ID information with their ballot, rather than sending it in advance.

These voters previously received an insert with their ballot package, but most did not respond with a separate envelope.

## Solution: Request for MD Driver's **License or Social Security Number**

#### Group 2

Other voters have been registered to vote, but the registration process turned up a discrepancy with their driver's license number or their social security number. These voters just need to confirm their identity by sending a photocopy of their ID.

These voters can include their ID information with their ballot.

Previously, these voters had "ID Required" printed on their ballot return envelopes; all voters were instructed to look for this notice on their envelopes and given instructions about how to respond. Voters were not always successful in following these instructions.

Solution: Request for copy of your ID

## Request for MD Driver's License or Social Security **Number (for Group 1) (original)**

REQUEST FOR MARYLAND DRIVER'S LICENSE OR SOCIAL SECURITY NUMBER	SOLICITUD DE LICENCIA DE CONDUCIR D MARYLAND O NÚMERO DE SEGURO SOCIA
Please complete this form and mail the completed form immediately to the same address on the return envelope. You will not be registered to vote and your ballot will not be counted until this information is received.	Por favor completar este formulario y enviarlo de inmediato por correo a la dirección que figura en el sobre de devolución. Usted estara registrado para volar y su voto sera contado UNICAMENTE cuando esta información sea recivida. Usted no estará registrado para votar y
To complete your registration, you must provide a Maryland driver's license number or MVA-issued ID card number. If you do not have a Maryland driver's license or MVA-issued ID card, you must provide at	su papeleta electoral de votante ausente no se contará hasta que esta información haya sido recibida.
least the last four digits of your social security number. If you do not have either number, you must indicate this below.	Para completar su inscripción, debe proporcionar un número de licencia de conducir de Maryland o número de tarjeta de identificación emitida por la MVA. Si no posee una licencia de conducir de Maryland o una tarjeta de identificación emitida por la MVA, debe proporcionar al
Upon receipt of this information, election officials will attempt to verify with Motor Vehicle Administration or Social Security Administration the number is verified, you will be	menos los últimos cuatro dígitos de su número de seguro social. Si tiene uno de estos números, debe indicarlo abajo.
registered to vote and your ballot will be canvassed. If the number cannot be verified, you will be asked to provide additional information before you are registered to vote and your ballot can be canvassed.	Al recibir esta información, los funcionarios de elección intentarán verificar con la Administración de Vehículos y Motores (MVA) o la Administración de Seguro Social el número que usted proporcionó. Si el número es verificado, usted estará registrado para votar y se emitirá
Name as Registered (please print):	su papeleta electoral de votante ausente. Si no se puede verificar el número, se le solicitará que brinde más información antes de ser registrado para votar y antes de que su papeleta electoral de votante ausente pueda ser emitida.
	Nombre con el que fue registrado (por favor escribir en letra de molde):
Date of Birth: Phone Number:	
☐ I have a driver's license or MVA-issued identification card. My	Fecha de nacimiento:
driver's licene or MVA identification card number is:	Número de teléfono: Tengo licencia de conducir o tarjeta de identificación emitida por la
☐ I do not have a driver's license or MVA-issued identification	MVA. Mi número de licencia de conducir o tarjeta de identificación de la MVA es:
card, but I have a social security number. You are only required to provide the last 4 digits of your social security number. The last 4 digits of my social security number are:	No tengo licencia de conducir ni tarjeta de identificación emitida por la MVA, pero tengo un número de seguro social. Sólo se le exige que provea los últimos 4 díglios de su número de seguro social. Los últi-mos 4 díglios de mi número de seguro social social.
☐ I do not have a driver's license, MVA-issued identification card, or a social security number.	No tengo licencia de conducir, tarjeta de identificación emitida por la
Please mail this form immediately to the same address on the return envelope.	MVA ni número de seguro social.  Este formulario debe ser enviado inmediatamente a la dirrection escrita en el sobre de devolucion.
This form must be mailed separately from your voted ballot to preserve the secrecy of your ballot.	Para conservar la privacidad de su voto, este formulario debe ser enviado por correor y POR SEPARADO de su papeleta de votaction.

2020 Version





Final Request for MD Driver's License or Social Security

**Number - English** 

Visual emphasis added to information about mailing separately

Form was turned into a self-mailer (voters don't need to provide envelope)

If possible, LBE address should be \_\_\_\_\_ pre-printed

Otherwise, you will need to include an illustration to show where the voter can find the LBE address on the official ballot return envelope

If you are seeing this form, we need more information  We need more information from you before you can be registered to vote and before your ballot can be processed. This form can become it's own envelope. Mail it separately from your ballot.  Please print  Vote's name	FIGURE AND STATE OF THE STATE O
Date of Birth Phone number Check 1 O I have a driver's license or MVA-issued ID card. Driver's license or MVA ID card #	Prince George's County Board of Elections 1100 Mercantile Lane, Suite 115A Largo, MD 20774
○ I do not have a driver's license or MVA-issued identification card, but I have a social security number.  Last 4 digits of your social security # XXX-XX-	Fald here
	Send this form to your local board of elections right away  Didyou:  Tape each edge? Don't use staples.  Add a stamp?  Mail this form!
	. Tape here

12/15/2021 Version, 2 Pages

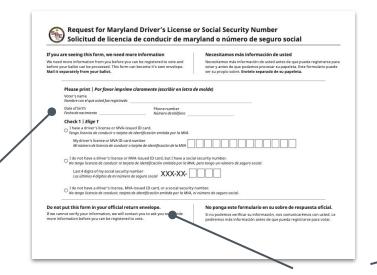


Final Request for MD Driver's License or Social Security

**Number - Bilingual** 

Form language and layout were revised for clarity.

The form section is a single column with both **English and Spanish** labels for each field.



Instruction text is laid out side-by-side separated by a vertical line.

11/22/2021 Version for PG County



Prince George's County Board of Elections

Envíe este formulario de

No ponga este formulario en su sobre

□ ¿Puso cinta adhesiva en cada borde:

inmediato

de retorno oficial.

(Nouse grapas.)

□ ¿Puso un sello postal?

¡Envíelo por correo!

1100 Mercantile Lane, Suite 115A

Largo, MD 20774

Send this form right away

Do not put this form in your official

☐ Tape each edge? Don't use staples

☐ Add a stamp?

Mail this form

## Request for copy of your ID (for Group 2) (original)

#### 2. DOES YOUR MAILING ENVELOPE SAY ID REQUIRED?

YES. You must include a copy of a current and valid photo ID OR 1 of the following that shows your current address and is no older than 3 months:

> current utility bill bank statement

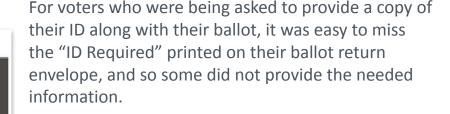
paycheck

government check

other government document that shows your name and address

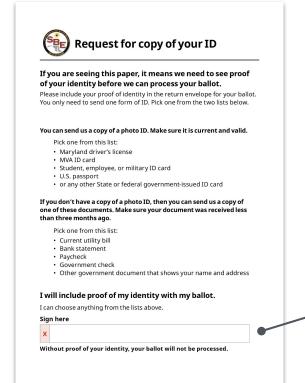
NO. Move on to the next step.

Excerpt from original version of the vote-by-mail instructions



Moreover, voters who saw these instructions but didn't need them were potentially confused.

## Final Request for copy of your ID - English



Title of the request makes it clear what voters are being asked to provide

Text moved from general instructions to become an insert provided only to voters who need it.

This way, only voters who need to see the instructions see them. Other voters are not confused.

Added a signature line. It isn't necessary, but it helps draw attention to the page.

01/31/2022 Version





## Final Request for copy of your ID - Bilingual



#### Request for copy of your ID Solicitud de copia de su identificación

#### If you are seeing this paper, it means we need to see proof of your identity before we can process your ballot.

Please include your proof of identity in the return envelope for your ballot. You only need to send one form of ID. Pick one from the two lists below.

You can send us a copy of a photo ID. Make sure it is current and valid.

Pick one from this list:

- · Maryland driver's license
- MVA ID card
- · Student, employee, or military ID card
- U.S. passport
- · or any other State or federal government-issued ID card

If you don't have a copy of a photo ID, then you can send us a copy of one of these documents. Make sure your document was received less than three months ago.

Pick one from this list:

- · Current utility bill
- · Bank statement
- Pavcheck
- Government check
- · Other government document that shows your name and address

No se preocupe, pero necesitamos ver alguna prueba de su identidad antes de procesar su papeleta.

Incluya su prueba de identidad en el sobre de respuesta de su papeleta. Solo necesita enviar una forma de identificación. Elija uno de estas listas.

Puede enviarnos una copia de una identificación con foto. Asegúrese de que sea actual y válida.

Elija una de esta lista:

- · Licencia de conducir de Maryland
- Tarieta de identificación emitida por la MVA (administración de
- · Tarjeta de identificación de estudiante, empleado o militar
- Pasaporte de E.E.U.U.
- · O cualquier otra tarjeta de identificación del gobierno estatal o

Si no tiene una copia de una tarieta de identificación con foto, puede enviarnos una copia de uno de los documentos de esta lista. Asegúrese de que su documento se haya recibido hace menos de tres meses.

Elija una de esta lista:

- Factura de pago por servicios públicos actual
- · Estado de cuenta bancaria
- · Recibo de sueldo
- Cheque del gobierno
- · Otro documento del gobierno con su nombre y dirección

Bilingual version: side-by-side instructions, single form section

I will include proof of my identity with my ballot. | Voy incluir confirmación de mi identidad con mi papeleta.

I can choose anything from the lists above. | Puedo eligir cualquier cosa de las listas anterior.

Sign here | Firme aquí

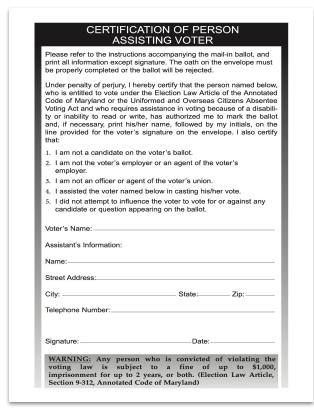
Without proof of your identity, your ballot will not be processed. | Sin prueba de su identidad, su papeleta no será procesada.

11/22/2021 Version



# **Certificate of Person Assisting Voter**

## Before and After: Certificate of Assistance - English



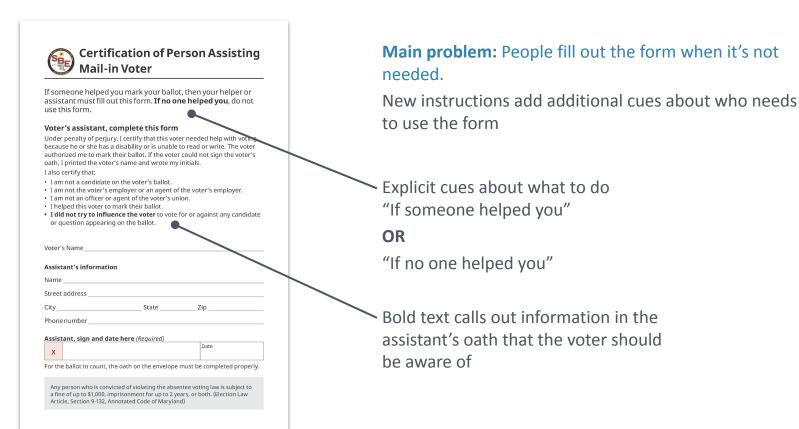
2020 Version



12/15/2021 Version



## **Certificate of Assistance - English**





## **Certificate of Assistance - Bilingual**

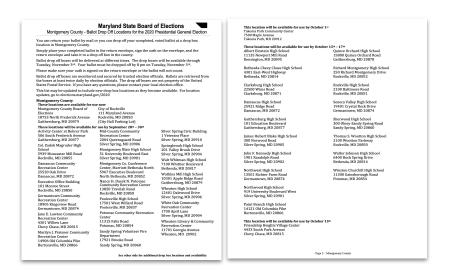


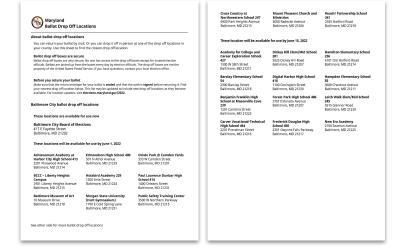
Bilingual version uses side-by-side for instructions, shared single column for form section

11/22/2021 Version



## **Ballot drop-off list - English (before and after)**





**Original - Montgomery County** 

12/15/2021 Version



## **Ballot drop-off list - Bilingual (before and after)**

#### Junta Electoral del Estado de Marvia

Condado de Montgomery - Ubicaciones de entrega de papeletas para las elecciones generals presidenciales de 2020

Puede devolver su papeleta por correo o puede dejar su papeleta debidamente llenada y votado en una ubicación de buzón de entrega en Montgomery County.

Simplemente coloque sue papeleta debidamente llenada en el sobre de devolunción, firme el juramneto en el sobre, selle el sobre de devolución y llévelo a un buzón de entrega en el condado

Los buzones de entrega de papeletas se entregarán en diferentes momentos. Los buzones de entrega estarán disponibles hasta el martes 3 de noviembre. Su papeleta debe ser entregada antes de las 8 pm del

Asegúrese de que su juramento esté firmado en el sobre de devolución o la papeleta no contará.

Los buzones de entrega de papeletas son monitoreados y asegurados por funcionarios electorales de confianza. Las papeletas son retiradas de los buzones al menos dos veces al día por los funcionarios electorales. Los buzones de entrega no son propiedad del Servicio Postal de los Estados Unidos. Si tiene alguna pregunta, comuníquese con su oficina electoral local.

Esta lista se puede actualizer papra incluir nuevas ubicaciones de buzones de entrega a medida quie estén disponibles. Para obtener actualizaciones de ubicaciones, vava a elections, maryland, gov/2020

#### Condado de Montgomery

#### Estas ubicaciones va están desponibles

City of Rockville Montgomery County Board of 111 Maryland Avenue 18753 North Frederick Avenue Rockville, MD 20850 Gaithersburg, MD 20879 (Estacionamiento de la Municipalidad)

Executive Office Building 101 Monroe Street Rockville MD 20850

#### Estas ubicaciones estarán disponibles para su uso entre el 28 al 30 de septiembre

Center

Activity Center at Bohrer Park 506 South Frederick Avenue Gaithersburg, MD 20877 Clarksburg High School Clarksburg, MD 20871 Col. Zadok Magruder High

5939 Muncaster Mill Road Rockville, MD 20855 Damascus Community

Recreation Center 25520 Oak Drive Damascus, MD 20872

Germantown Community 18905 Kingsview Road Germantown, MD 20874

Jane E. Lawton Community Recreation Center 4301 Willow Lane Chevy Chase, MD 20815

Marilyn J. Praisner Community Recreation Center 14906 Old Columbia Pike Burtonsville, MD 20866

Mid-County Community

Silver Spring Civic Building Recreation Center 1 Veterans Place 2004 Queensguard Road Silver Spring, MD 20910 Silver Spring, MD 20906 Springbrook High School Montgomery Blair High School 201 Valley Brook Drive 51 University Boulevard East Silver Spring, MD 20901 Silver Spring, MD 20904 Montgomery Co. Conference Walt Whitman High School 7100 Whittier Boulevard Center, Marriott Bethesda North 5967 Executive Boulevard Bethesda, MD 20817 North Bethesda, MD 20852 Watkins Mill High School Nancy H. Dacek N. Potomac 10301 Apple Ridge Road Community Recreation Center Gaithersburg, MD 20879 13850 Travilah Road

Rockville, MD 20850 12401 Dalewood Drive Silver Spring, MD 20906 Poolesville High School 17501 West Willard Road Wheaton Library & Community Poolesville, MD 20837 Recreation Center

Potomac Community Recreation 11701 Georgia Avenue Wheaton, MD 20902 11315 Falls Road White Oak Community Potomac, MD 20854 Recreation Center Sandy Spring Volunteer Fire 1700 April Lane Department Silver Spring, MD 20904

Información adicional en la parte de astrás

Wheaton High School

Maryland Ballot Drop Off Locations Ubicaciones de cajas de entrega seguras de papeletas

#### About ballot drop off locations | Ubicaciones de cajas de entrega

You can return your ballot by mail. Or you can drop it off in person at one of the drop off locations in your county. Use this sheet to find the closest drop off location.

#### Ballot drop off boxes are secure

Ballot drop off boxes are very secure. No one has access to the drop off boxes except for trusted election officials. Ballots are picked up from the boxes every day by election officials. The drop off boxes are not the property of the United States Postal Service. If you have questions, contact your local election office.

#### Before you return your ballot

Make sure that the return envelope for your ballot is sealed and that the oath is signed before returning it. Find your nearest drop off location below. This list may be updated to include new drop off locations as they become available. For location updates, visit elections.maryland.gov/2022.

Puede devolver su papeleta por correo. O puede dejar su papeleta en uno de los lugares de entrega en su condado. Utilice esta lista para encontrar el lugar de entrega más cercano.

#### Las cajas de entrega de papeletas son seguras

Las caias de entrega de papeletas son muy seguras. Los funcionarios electorales de confianza sólo tienen acceso a las caias de entrega. Los funcionarios electorales recogen las papeletas de las cajas de entrega todos los días. Las caias de entrega no pertenecen al servicio postal de los Estados Unidos. Si tiene preguntas, puede comunicarse con la oficina electoral local.

#### Antes de entregar su papeleta

Asegúrese que el sobre de respuesta esté sellado y que su juramento esté firmado antes de entregarlo. Se puede usar esta lista para encontrar el lugar de entrega más cercano. Esta lista se actualizará cuando haya nuevas ubicaciones de entrega disponibles. Para actualizaciones de ubicación, visite elections.maryland.gov/2022.

#### Ballot drop off locations | Cajas de entrega

Prince George's County Board of Elections 1100 Mercantile Lane, Suite 115A Largo, MD 20774

Crossland High School

6901 Temple Hill Rd Camp Springs, MD 20748 Southern Regional Technology and Recreation Complex

Fort Washington, MD 20744

Temple Hills Community Center

5300 Temple Hill Rd Temple Hills, MD 20748

See other side for more ballot drop off locations | El otro lado tiene más ubicaciones de cajas de entrega

12/15/2021 Version - Maryland

Original - Montgomery County

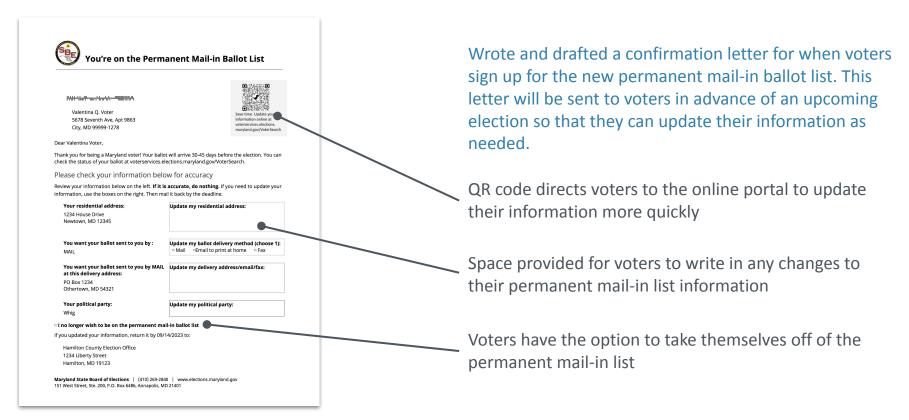
17921 Brooke Road Sandy Spring, MD 20860





## NEW: Permanent Mail-in Voter List Confirmation Letter

## Permanent mail-in list confirmation letter



12/15/2021 Version



## **Email**

Email version directs voters to the online voter services tool to make updates to their information

New messageX				
To Subject				
Dear Valentina Voter				
Thank you for being a Maryland voter! You are on the Permanent Mail-In Ballot list.				
Your ballot will arrive 30-45 days before each election. You can check the status of your ballot at <u>voterservices.elections.maryland.gov/VoterSearch</u> .				
Please check the following information for accuracy				
Your residential address is 1234 House Drive Newtown, MD 12345				
You want your ballot to be sent to you by: MAIL at this address: PO Box 1234 Othertown, MD 54321				
You are currently registered with the WHIG political party				
If this information is correct, do nothing. If any of your information changes, let us know as soon as possible.				
There are 2 ways to update your information:  • Online  Go to elections.maryland.gov/mailin				
Contact your county election office				
Call, email, or go in-person				
Hamilton County Election Office 1234 Liberty Street				
Hamilton, MD 19123				
Email				
Phone Fax				



## **Text**

Text version directs voters to the online voter services tool to make updates to their information

#### **Dear Valentina Voter**

Thank you for being a Maryland voter! You are on the Permanent Mail-In Ballot list.

Your ballot will arrive 30-45 days before each election.

Check your residential and mailing address, ballot delivery method, political party, and ballot status online. Click here: vote.md.gov/search.

If any of your information changes, you can make changes online. Question? Call 410-269-2840.





# Ballot tracking messages (email and text)

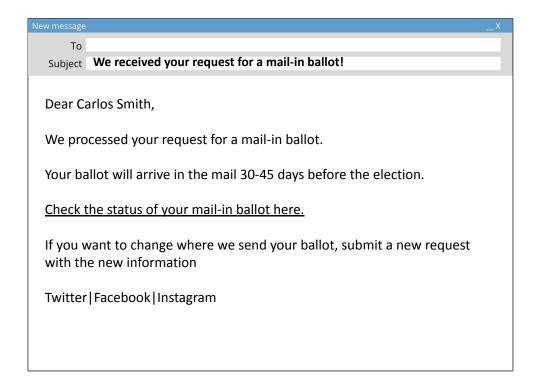
## Request received

The MD State Board of Elections will send you text messages with updates about your ballot. You will receive about 8 texts over the next two months.

Check the status of your request on

request on vote.md.gov/search

The MD Board of Elections has processed your request for a mail-in ballot. Check the status of your request on vote.md.gov/search





## **Ballot on the way**

The MD Board of Elections is getting ready to send your mail-in ballot. Your ballot will be sent 30-45 days before the election. More info vote.md.gov/search

To
Subject We're getting your ballot ready!

Dear Jun Smith,

Good news! We're getting ready to send your ballot.

#### **Next steps**

1. Look for an envelope with a yellow stripe and the official election mail logo.



It may take about a week for your ballot to arrive. Once it's in the mail, you can track your ballot <u>here</u>.

- 2. When you get it, mark your ballot and return it as soon as you can.
- 3. Return your ballot:
  - a. **By mail.** Make sure that it's postmarked by <Election Date>
  - b. At a ballot drop box in your county. Find the nearest drop box here.
  - c. **In person.** Take your ballot to your local board of elections' office. <u>Find the address here.</u>

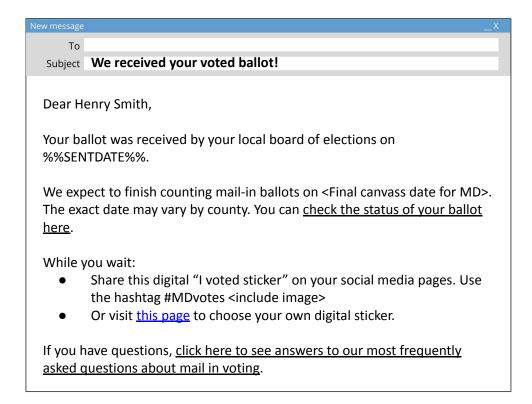
If you change your mind and you want to vote in person instead, you must complete a form to vote a provisional ballot. Provisional ballots are counted after the local board of elections confirms that the voter did not return another ballot.

If you have questions, <u>click here to see answers to our most frequently asked questions about mail-in voting.</u>



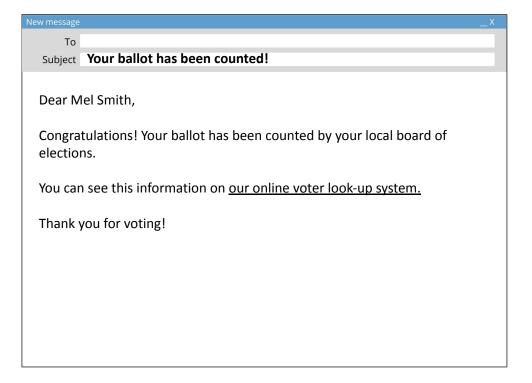
## Voted ballot returned to LBE

Your mail-in ballot was received. We expect to finish counting mail-in ballots on MM/DD/YY. Check the status of your ballot at vote.md.gov/search



## **Ballot counted**

**Congratulations! Your MD** mail-in ballot has been counted by your local board of elections. Check the status of your ballot at vote.md.gov/search





## Additional proposed text messages

Request approved but ID required	Characters: 159  The MD Board of Elections could not verify your ID. You need to send a copy of your ID when you send back your mail-in ballot. More info <a href="https://www.vote.md.gov/MDvotes22">wote.md.gov/MDvotes22</a>	
Ballot on the way (when they all start going out)	Characters: 146  Your MD mail-in ballot will be delivered soon. Look for an envelope with a blue stripe and an election mail logo. Questions? <a href="https://www.vote.md.gov/MDvotes22">wote.md.gov/MDvotes22</a>	
1 week later or when ballots have arrived in homes	Characters: 154  Your MD mail-in ballot will arrive soon! Make sure you fill it out and return it before MM/DD/YY. There are 3 ways to return it. See <a href="https://www.votes.nd.gov/MDvotes.22">wote.md.gov/MDvotes.22</a>	
How to return ballot (could be triggered by someone typing RETURN or another auto-conversation queue)	Characters: 153  You have 3 ways to return your ballot: - By mail (postmark by MM/DD/YY) - At a ballot drop box (by 8pm) - In person at your local board of elections' office	



3 days before the election (if ballot hasn't been received by LBE yet)	Characters: 144  The deadline to return your MD mail-in ballot is in 3 days. Mail it so it is postmarked by MM/DD/YY. Or put it in a dropbox before 8pm on MM/DD.	
Election Day (if ballot hasn't been received by LBE yet)	Characters: 147  Today is the last day to return your MD mail-in ballot. Mail it. Or put it in a dropbox before 8pm. Find your closest dropbox vote.md.gov/MDvotes22	
If an ID is required (could be sent every time another text goes out for those on the ID required list?)	Characters: 138  Remember to send a copy of your ID along with your MD mail-in ballot. You can put it in the same envelope. More info vote.md.gov/MDvotes22	
Ballot not counted because of missing signature - can be cured	Characters: 157  Your signature was missing from your mail-in ballot. Go sign your ballot at your local election office so that it can count. More info: <a href="https://www.vote.md.gov/MDvotes22">wote.md.gov/MDvotes22</a>	
Ballot not counted - can't be cured	Characters: 122  We were unable to count your MD mail-in ballot because we could not verify your signature. More info vote.md.gov/MDvotes22	





## **URLs**

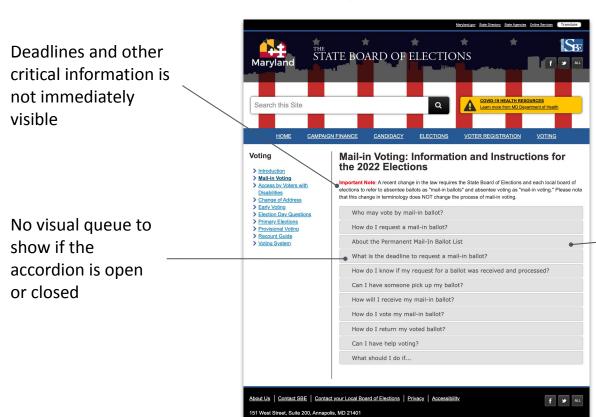
### **URLs**

Main problem: current URLs are too long. Voters can easily mistype them or not pay attention. We strongly recommend adopting shorter urls. As a temporary measure, SBE made bit.ly links with custom endings which were used for the PG Special election and the request form mailing in early 2022. Moving forward, there are new vote.md.gov short links. We recommend that the SBE compile an expanded list of short links and send them to GOTV organizations to help with consistent messaging, as well as use these in social media and other voter education materials.

Source	Temporary Bit.ly	New vote.md.gov short links
Voter lookup	bit.ly/StatusSearch	vote.md.gov/search
2022 page	bit.ly/MDvotes22	vote.md.gov/MDvotes22
Provisional voting	none	vote.md.gov/ProvisionalVote
LBE list	bit.ly/LBElist	vote.md.gov/LBElist
Designation of agent form - Spanish	bit.ly/AgentSpanish	vote.md.gov/AgentSpanish
Designation of agent form - English	bit.ly/MDagent	vote.md.gov/MDagent
Voter registration and mail-in ballot olvr	bit.ly/NeedBallot	vote.md.gov/VoterSvcs
Mail-in ballot request	bit.ly/NeedBallot	vote.md.gov/NeedBallot

## Mail-in Voting page on Website

## **Current Mail-in Voting page on the website**



(410) 269-2840 / (800) 222-8683 / info.sbe@maryland.gov

Single list of questions instead of grouped into related categories



Add the deadlines to the top of the page so that voters can find them immediately

Reorganize the page to create groupings around a limited number of main questions

Add buttons to the top of the page to allow voters to jump quickly to portion of the page that is most relevant to them







Make the page easier to scan by changing how accordions are used.

Instead of hiding all of the page's text inside of accordions, place information that everyone needs outside of the accordions.

Then, use accordions to allow voters to quickly scan through a list of options. They can expand the ones that seem relevant, and easily skip the ones that they aren't interested in.



Add arrows or carrots to the accordion buttons to show when they are open or closed

Make the background color of the accordion boxes a lighter grey to increase contrast

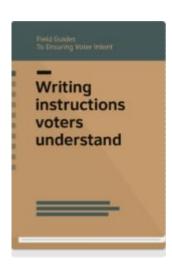
- ▶ I missed the deadline. Can I still vote by mail?
- ▼ I missed the deadline. Can I still vote by mail?

Contact your local board of elections. You or your agent must apply in person at your local board of elections. For more information about someone else picking up your ballot, see Can someone pick up my ballot for me? below.

Use plain language to condense text. (Simplify and shorten sentences, use bullet points, etc.)

- Write short sentences with one idea per sentence
- Use short, simple everyday words
- Write in active voice
- Be positive. Tell voters what to do rather than what not to do.
- Use bullets or numbered lists

For more best practices on plain language, see the Center for Civic Design's Field Guides to Ensuring **Voter Intent Vol. 2 Writing** instructions voters understand







## Conclusion

## **Further recommendations**

Based on our work updating vote by mail materials, we have identified a list of recommendations to keep in mind when updating other voter facing materials including forms:

- Build trust and recognizability by consistent visual details including a logo in the header and using consistent fonts
- Put bilingual translations side-by-side whenever possible so that bilingual voters can easily refer to instructions in both languages
- Use short urls that include .gov to make it easy for voters to correctly type in url
- Always test new materials in all languages that the materials will be provided in
- Rename forms and other materials so that the name clearly communicated the purpose of the form in plain language

## For more information:

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